



Amplify Your Digital Marketing With Google Ads

Karly Osten | January 16th, 2020



@LogicalPosition

Who We Are



Award-Winning Full Service
Digital Marketing Agency



- Nine Locations
- 500+ Employees

I'm Karly!





○ How Does Music Relate to Digital Marketing?

Working in the music industry requires:

- Competitiveness
- Discipline
- Determination



How Does Music Relate to Digital Marketing?

Generating leads to sustain your business requires:

- Competitiveness
- Discipline
- Determination



Approach Marketing Like Organizing a Music Production

- Music festivals and shows
- Most difficult part is figuring out where to start



Approach Marketing Like Organizing a Music Production

Marketing your business is the same way

- There are a million things to do when you're running a business
- Take the time to set up your Google Ads account & learn the platform



What is Google Ads?

Reach people searching for what you're selling

Fun facts about Google:

- Google has **90%** of the search engine market share
- Google gets about **63,000** searches per second
 - That's **5.6 billion** searches per day!



Amplify Your Digital Marketing



Your Google Ads Checklist:

- Establish Your Goals
- Structure The Account
- Implement Conversion Tracking
- Create Your Ads
- Set Up Your Ads For Success
- Optimize For Growth





1. Establish Your Goals

What do you want from your audience?



More phone calls?



Quote requests?



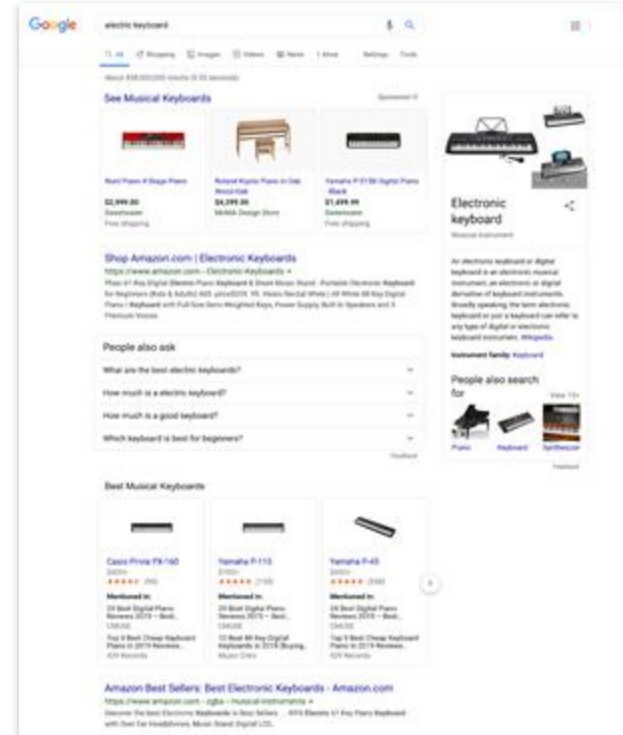
Foot traffic?



2. Structure The Account

Identify your campaign types

- Search vs. Display





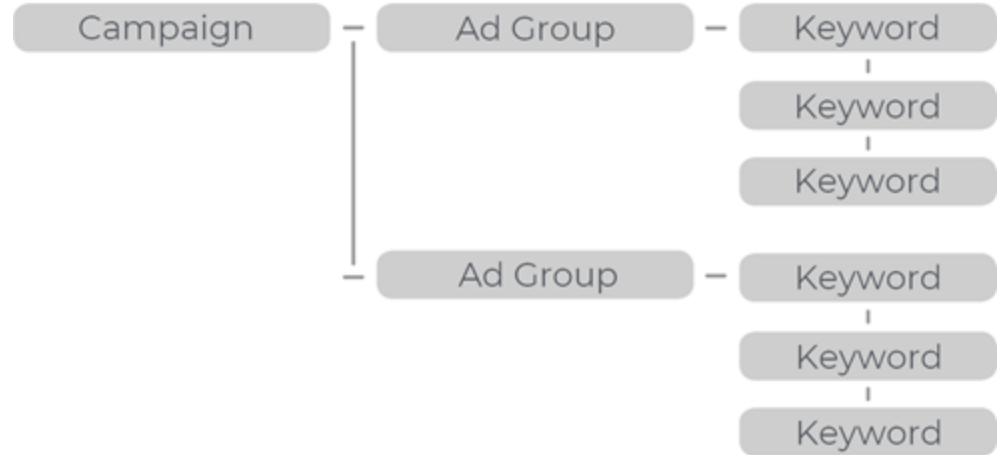
2. Structure The Account

Segment your campaigns

- Service vs. Product

Build out keywords

- Negative keywords
- Keyword planner
- Keyword match types





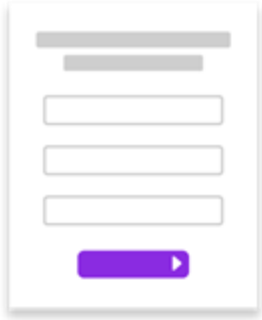
2. Structure The Account

KEYWORD MATCH TYPES

MATCH TYPE	SPECIAL SYMBOL	EXAMPLE KEYWORD	ADS MAY SHOW ON SEARCHES THAT	EXAMPLE SEARCHES
Broad Match	none	electric keyboard	contain misspellings, synonyms, related searches and other relevant variations	buy keyboard
Broad Match Modifier	+keyword	+electric keyboard	contain the modified term (or closer variations, but no synonyms), in any order	digital keyboard
Phrase Match	"keyword"	"electric keyboard"	contain a phrase, and close variations of that phrase	buy electric keyboard
Exact Match	[keyword]	[electric keyboard]	contain an exact term and close variations of that exact match	electric keyboard



3. Implement Conversion Tracking



List every on-site action

- Track engagement on your site
- Examples: phone calls, email sign ups, blog subscriptions, etc.



Google Analytics

- Micro conversions: time on site, pages per visit, bounce rate



4. Create Your Ads

Best Practices

- Create 2-3 ads per ad group
- Fill your ads with copy
- Include a call-to-action
- Utilize ad extensions
- Landing page experience

20% Off All Camping Gear **Shop & Save Today**

Ad www.smorescampinggear.com

Shop Now To Prepare For Next Camping Season.

 End Of Summer Sale • 20% Off Your Entire Order
Code ENDOFSUMMER • Valid Aug 1- Aug 31

Attic Trunk Boutique | One Of A Kind Vintage Clothing Online

Ad www.attictrunkboutique.com

Transform your wardrobe with retro fashion from across the world. **Shop vintage styles from every era. Free your true spirit with clothing as unique as you!**

Dresses Shop vintage dresses from the 1920s through early 2000s	Shoes Hundreds of retro shoes in all styles. Shop heels, flats, boots, sandals & more!
Clearance Get it before it's gone! Extreme markdowns on select clothing & jewelry	10% Off Entire Purchase Sign up for our newsletter to receive 10% off your purchase!



5. Set Up Your Ads For Success



Default Settings

- Google's recommended settings are one size fits all



Networks

- Search vs. Display



Ad Group Bids



Ad Scheduling



Locations



6. Optimize For Growth



IDENTIFY top-performing campaigns

- Highest spend & most conversions



ADJUST bids



REVIEW the search terms report

- Pinpoint money wasters



PAUSE keywords



Do The Work!

EARN YOUR SUCCESS WITH GOOGLE ADS

Be Competitive

Be Disciplined

Be Determined






 Q & A

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Thank You



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